



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 282-2013

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission
FROM: Jimmy L. Morales, City Manager
DATE: August 16, 2013
SUBJECT: **BASS MUSEUM INTERNAL EXPANSION**

Pursuant to the direction of the Finance and Citywide Projects Committee at the July 25, 2013 meeting, attached please find additional information regarding the proposed internal expansion of the Bass Museum. The FCWPC recommended in favor of the requested capital funds for the Bass Museum subject to the Bass Museum providing the concept plan and schematics, as well as additional public benefits.

If the capital funds are subsequently approved by the City Commission in September, the Administration will negotiate a grant agreement with the Bass Museum with specific benchmarks and public benefits in return for the funding.

Please contact me should you have any questions.

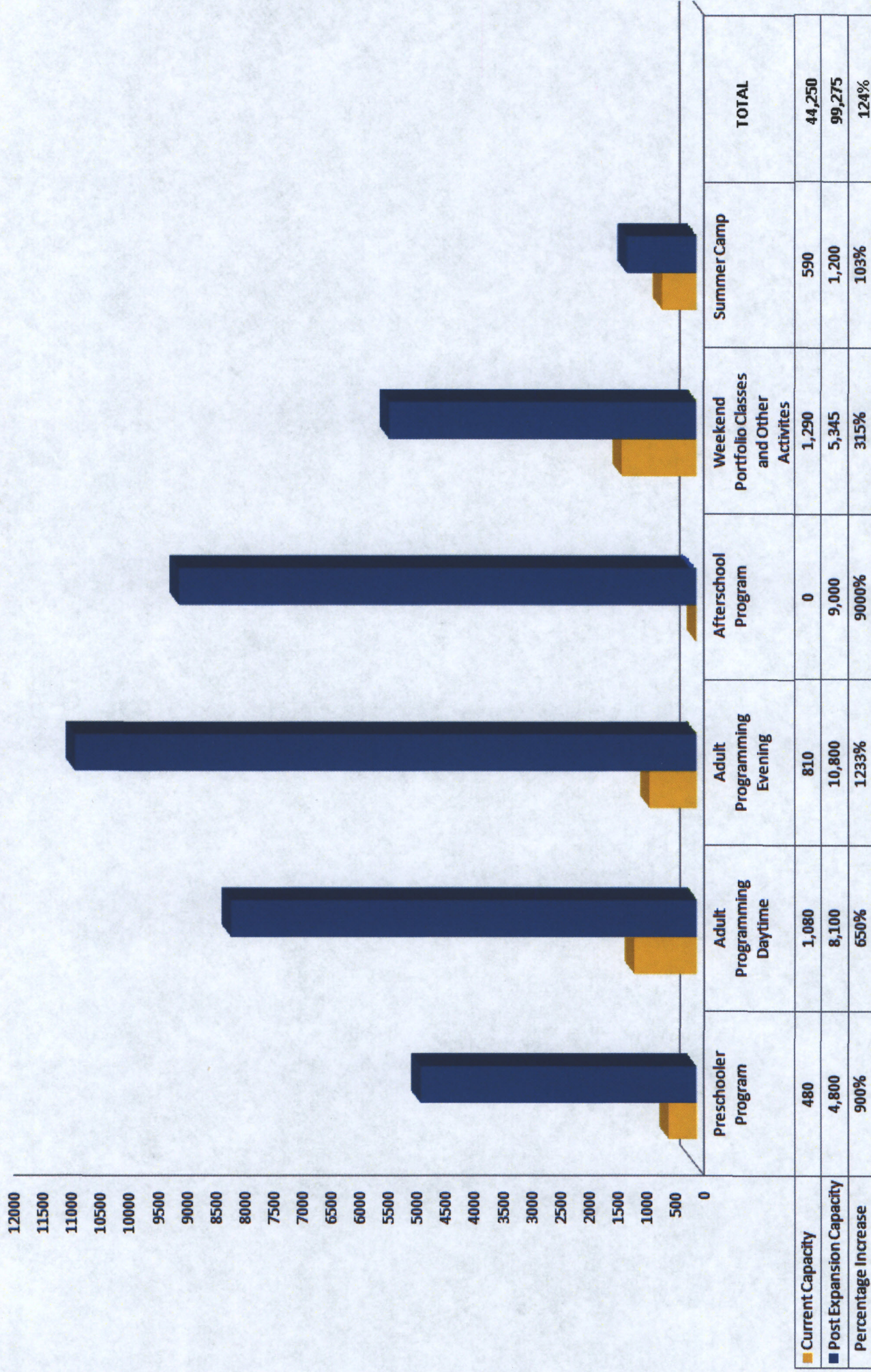
C: Kathie G. Brooks, Assistant City Manager
Max Sklar, Tourism, Culture and Economic Development Director
Gary Farmer, Cultural Affairs Program Manager
Silvia Cubina, Executive Director, Bass Museum

JLM/KGB/MAS

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CITY CLERK'S OFFICE

bassmuseumofart expansion



Bass Museum of Art Creativity Programming Current Capacity vs. Post-Expansion Capacity

The Bass Museum of Art's Internal Expansion Plan calls for **two additional classrooms** to be built next to the existing Lindemann Family Creativity Center. Each of these three spaces can accommodate at minimum 25 students, with one larger space that can accommodate 40 art students or 75 sitting in rows for a lecture, film-screening or performance art. With its own entrance, separate from the rest of the museum, the space will be open **after normal museum hours** and **at night**. The museum's internal expansion will make possible the **simultaneous scheduling** of classes and events. The following report notes the significant impact that the expansion will have on the museum's capacity to serve the community.

Classes for Preschoolers

Justification of Increase: There is a shortage of quality pre-school programming in Miami Beach. Because of the size of our current classroom— a converted gift-shop— we have had to limit participation to 15 children between the ages of 2 and 4 and their care-givers. We have a wait list of 20 per week and get at least 5 calls a day from parents seeking enrollment. The expansion will enable classes for a second group of children aged 4 to 6. Studies have shown that daily enrichment activities will ensure better performance in Kindergarten.

	Current Capacity	Post-Expansion Capacity
Program Frequency	1 x week for 8 months	5 x week for 8 months (two age groups)
Annual Participants	480	4,800
Percentage Increase		900%

Adult Programming

Justification of Increase: There is a shortage of programming for retirees in Miami Beach. We began a free daytime **Art Club for Adults** in 2011 and started **Artful Minds**, a free program for adults with memory loss in 2013. Data indicates a high demand for night-time programming for a broader age-range of adults. With our new classrooms, we will be able to schedule art classes, film-screenings, art history lectures, and events featuring local artists, designers, musicians and writers, offered for free or at low cost.

	Current Capacity	Post-Expansion Capacity
Program Frequency	1 x week (Daytime)	5 x Week (two age groups)
Annual Participants (Daytime)	1,080	8,100
Percentage Increase		650%

	Current Capacity	Post-Expansion Capacity
Program Frequency	1 x week (Nighttime)	5 x Week (two age groups)
Annual Participants (Nighttime)	810	10,800
Percentage Increase		1233%

After-school Programs

Justification of Increase: At present we do not offer after-school classes, because of the cost of keeping the building open with security after 5 PM. Our space is also limited. Parents in our Focus Group meetings have asked us to start a daily enrichment program that would run from 3PM to 6 PM. Partner organizations that provide services for at-risk children, such as *Arts for Learning* and *Strong Women Strong Girls* will run after-school classes at our location, in addition to our program, which will focus on Design Thinking Strategies, a method proven to improve higher order thinking skills in

Bass Museum of Art Creativity Programming Current Capacity vs. Post-Expansion Capacity

children. We will also offer internship credits for high school students, who will be learning how to be arts counselors, in partnership with Miami Beach Senior High.

	Current Capacity	Post-Expansion Capacity
Program Frequency	None presently	5 x week (25 elem/25 mid-high school)
Annual Participants	N/A	9,000
Percentage Increase		9000%

Weekend Programming

Justification of Increase: The Bass Museum of Art began offering advanced portfolio development classes for children aged 7 to 12 in 2011. Enrollment doubled in less than 3 months, and we are at capacity. We turn away 10 students a week. Adults have petitioned us to offer drawing and painting classes, but we have no space for them. The expansion will allow us to offer a greater variety of programs.

	Current Capacity	Post-Expansion Capacity
Program Frequency	Portfolio Class (2 x week) Teacher Workshops (3 x annually)	Portfolio Class (2 x week-two groups) Adult Class/Lecture (2 x week) Teacher Workshops (9 x annually) Afternoon concerts (9 x annually)
Annual Participants	1,290	5,345
Percentage Increase		315%

Summer Camp

Justification of Increase: In 2011 the Bass Museum of Art began an all-day 10 week Summer Camp for children aged 7 to 12. Enrollment averaged 35 to 40 a week, with 30% receiving scholarships. In 2012, due to parental demand, we added a second camp for pre-schoolers. This class is limited to 24 weekly spaces. There was a waiting list of at least 20 students per week for these camps. In 2013 our two camps are completely sold out. We get up to 10 calls a day from parents desperate to place their children with us. We could easily double the enrollment. The expansion will also allow us to increase scholarship students to 50%.

	Current Capacity	Post-Expansion Capacity
Program Frequency	5 x week (10 weeks)	5 x week (10 weeks)
Annual Participants	Ages 4-6: 240 Ages 7-12: 350 Total: 590	Ages 4-6 (2 groups): 500 Ages 7-12 (2 groups): 700 Total: 1200
Percentage Increase		103%

Total Impact

	Current Capacity	Post-Expansion Capacity
Education Program Annual Total	4,250	39,275
General Attendance, Special Events, and Tours Annual Total	40,000	60,000
GRAND TOTAL	44,250	99,275
Total Percentage Increase		124%



May 2, 2013

Silvia Karman Cubiñá
Executive Director and Chief Curator
Bass Museum of Art
2100 Collins Avenue
Miami Beach, Florida 33139

Dear Ms. Karman Cubiñá,

On behalf of the board of Directors of the Collins Park Neighborhood Association, I would like to formally acknowledge the valuable contributions that the Bass Museum of Art has made, and continues to make, to our thriving community. Its current and past programming endeavors have consistently provided a positive impact on Miami Beach, both on a national and international level. Most importantly, the exhibitions and educational programs at the museum, while of artistic excellence, are also accessible, educational and friendly to visitors.

The Bass Museum effectively strives to reach diverse audiences by creating meaningful collaborations with area educational and social institutions such as: Miami-Dade County Public Schools, Hebrew Academy, Arts for Learning, Rhythm Foundation, Honeyshine, Little Haiti Cultural Center, and Overtown Youth Center.

We wholeheartedly support the Bass Museum's Internal Expansion plan as we are aware that you are at space capacity with programming and understand that with this additional space, you would be able to offer your existing programs to a larger Miami Beach community.

The Bass Museum of Art is one of the true cultural gems of the City of Miami Beach and most particularly to our Collins Park Neighborhood and the Cultural Campus. It deserves to be embraced by the community and encouraged to achieve its greatest potential. The Bass Museum of Art is one of the cornerstones that make our neighborhood a great place to live, work and play. Thank you for all you do.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ray Breslin', is written over the word 'Sincerely,'.

Ray Breslin, president and for the board



April 29, 2013

FIU

The Wolfsonian

FLORIDA INTERNATIONAL UNIVERSITY

1001 Washington Avenue
Miami Beach, FL 33139

T 305.531.1001 F 305.531.2133

wolfsonian.org

Silvia Karman Cubiñá
Executive Director and Chief Curator
Bass Museum of Art
2100 Collins Avenue
Miami Beach, Florida 33139

Dear Silvia,

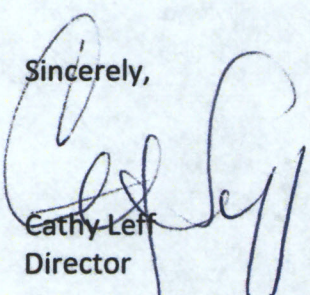
On behalf of The Wolfsonian–Florida International University, I would like to formally acknowledge the valuable contributions that the Bass Museum of Art has made, and continues to make, to our thriving community. Its current and past programming endeavors have consistently provided a positive impact on Miami Beach, both on a national and international level. Most importantly, the exhibitions and educational programs at the museum, while of artistic excellence, are also accessible, educational and friendly to visitors.

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I wholeheartedly support the Bass Museum's Internal Expansion plan as I am aware that you are at space capacity with programming and understand that with this additional space, you would be able to offer your existing programs to a larger Miami Beach community.

The Bass Museum of Art is one of the true cultural gems of the City of Miami Beach. It deserves to be embraced by the community and encouraged to achieve its greatest potential.

Sincerely,


Cathy Leff
Director



July 15, 2013

Silvia Karman Cubiñá
Executive Director and Chief Curator
Bass Museum of Art
2100 Collins Avenue
Miami Beach, Florida 33139

Dear Ms. Karman Cubiñá,

On behalf of the Miami Beach Chamber of Commerce Board of Governors, I would like to express my support for the Bass Museum of Art's Internal Expansion. The Miami Beach Chamber of Commerce is firmly committed to the success of the institutions of art and culture throughout the City of Miami Beach. The Bass Museum in particular has been a long-time partner of the Miami Beach Chamber, participating actively in the Chamber's Arts and Culture Council since its inception.

The Bass Museum has made and continues to make valuable contributions to our thriving community. Its current and past programming endeavors have consistently provided a positive impact on Miami Beach, both on a national and international level. Most importantly, the exhibitions and educational programs at the museum, while of artistic excellence, are also accessible, educational and friendly to visitors.

The Bass Museum effectively strives to reach diverse audiences by creating meaningful collaborations with area educational and social institutions such as Miami-Dade County Public Schools, Hebrew Academy, Arts for Learning, Rhythm Foundation, Honeyshine, Little Haiti Cultural Center, and Overtown Youth Center.

The Bass Museum of Art is one of the true cultural gems of the City of Miami Beach. It deserves to be embraced by the community and encouraged to achieve its greatest potential.

Sincerely Yours,

Alan Lips
Chairman

2012-2013

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New World Symphony

America's Orchestral Academy
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FOUNDER
Ted Arison

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Howard Herring

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*Indicates former Chair

May 3, 2013

Silvia Karman Cubiñá
Executive Director and Chief Curator
Bass Museum of Art
2100 Collins Avenue
Miami Beach, Florida 33139

Dear Ms. Karman Cubiñá,

On behalf of the New World Symphony, I would like to formally acknowledge the valuable contributions that the Bass Museum of Art has made, and continues to make, to our thriving community. Its current and past programming endeavors have consistently provided a positive impact on Miami Beach, both on a national and international level. Most importantly, the exhibitions and educational programs at the museum, while of artistic excellence, are also accessible, educational and friendly to visitors.

The Bass Museum effectively strives to reach diverse audiences by creating meaningful collaborations with area educational and social institutions such as: Miami-Dade County Public Schools, Hebrew Academy, Arts for Learning, Rhythm Foundation, Honeyshine, Little Haiti Cultural Center, and Overtown Youth Center.

I wholeheartedly support the Bass Museum's Internal Expansion plan as I am aware that you are at space capacity with programming and understand that with this additional space, you would be able to offer your existing programs to a larger Miami Beach community.

The Bass Museum of Art is one of the true cultural gems of the City of Miami Beach. It deserves to be embraced by the community and encouraged to achieve its greatest potential.

Sincerely yours,

Howard Herring
President and Chief Executive Officer



MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

April 30, 2013

Ms. Elsie Rogers
Program Manager, Cultural Facilities Program
Division of Cultural Affairs
Florida Department of State
R.A. Gray Building
500 South Bronough Street
Tallahassee, Florida 32399-0250

Dear Members of the Cultural Facilities Grant Panel,

This letter accompanies the attached contract between the City of Miami Beach and the Bass Museum of Art, which confirms that the Bass Museum is entrusted with unrestricted use of the property and is eligible to apply for the Cultural Facilities Program.

The Bass Museum of Art was established through a contractual agreement entered into by the City of Miami Beach 48 years ago upon the generous donation of an important collection of art by Miami Beach's prominent Bass family. Friends of the Bass Museum, Inc., a 501(c)(3), non-profit organization, was created in 1979 to further the mission of the Museum, build endowment, and raise funds to support exhibitions and educational programs. In February 2010 the City Commission approved a resolution to execute an Amended and Restated Agreement which sets forth the new responsibilities for the continued administration, operation and maintenance of the John and Johanna Bass Collection at the Bass Museum of Art. This new Agreement replaced both the existing Bass Board of Trustees and the Friends of the Bass Museum, Inc., to do business as Bass Museum of Art, Inc.

The Bass Museum is responsible for the administration, operation and maintenance of the Museum's collection and the occupied facility. I certify that, in order to fulfill its obligations as agreed upon in the accompanying contract, under the supervision of the City of Miami Beach, the Bass Museum of Art holds unrestricted use of the building as specified by the Cultural Facilities Program guidelines.

I strongly support this project and emphatically stress its need in the Miami Beach community. I hope that you will fully support this project. If you have any further questions, please do not hesitate to contact me at 305-673-7577.

Sincerely,

Jimmy L. Morales
City Manager

Miami City Ballet

Florida's Internationally Acclaimed Company

May 7, 2013

Silvia Karman Cubiñá
Executive Director and Chief Curator
Bass Museum of Art
2100 Collins Avenue
Miami Beach, Florida 33139

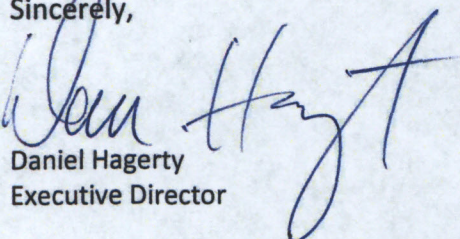
Dear Ms. Karman Cubiñá,

On behalf of Miami City Ballet, I would like to formally acknowledge the valuable contributions that the Bass Museum of Art has made, and continues to make, to our thriving community. Its current and past programming endeavors have consistently provided a positive impact on Miami Beach, both on a national and international level. Most importantly, the exhibitions and educational programs at the museum, while of artistic excellence, are also accessible, educational and friendly to visitors.

The Bass Museum effectively strives to reach diverse audiences by creating meaningful collaborations with many area educational and social institutions, including Miami-Dade County Public Schools, Hebrew Academy, Arts for Learning, Little Haiti Cultural Center, and Overtown Youth Center. As your next-door neighbor and cultural colleague, Miami City Ballet looks forward to continuing discussions to explore possibilities for future collaborations as well.

We offer this letter in support of the Bass Museum's Internal Expansion plan as we are aware that you are at capacity with programming and understand that with this additional space, you would have an even greater impact on the Miami Beach community. The Bass Museum of Art is one of the great cultural assets of the City of Miami Beach. I applaud your efforts and look forward to seeing the realization of this plan.

Sincerely,



Daniel Hagerty
Executive Director

Lourdes Lopez
Artistic Director

2200 Liberty Avenue
Miami Beach, FL 33139

At the Ophelia &
Juan Js. Roca Center

ph: 305-929-7000
fx: 305-929-7002

miamicityballet.org